

# “Up On Top” News

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### Cool Roof Rebates

As hard as the Building Owner might try, it's just not possible to ignore a roof. In the long run, the roof will always make its presence felt, sometimes in very inconvenient ways, just ask the hospital that had its surgical suite damaged by a leaky roof.

It can be hard to win capital dollars for roofing even in the best of times. But roofs in sad shape simply cannot be ignored. If a roof is already a candidate for replacement, re-covering or re-coating, a savvy Owner should go the extra mile and consider cool roofing options.

There are plenty of reasons why. For one, some utility providers offer incentives to spur users into purchasing cool roofing systems. The possibility of an incentive alone makes it worthwhile to look into cool roofing.

A roof that's both reflective and emissive can provide a range of benefits for the entire organization. A cool roof can significantly cut heating and cooling loads. It can also act as a shot in the arm for public relations efforts.

When it comes to justifying cool roofs in a tough economy, rebates from gas and electric

utilities are among the surest bets. Generally speaking, the utilities pay back a certain percentage – up to \$0.60 per square foot – after installation and documentation.

Utilities are looking for ways that they can reduce capacity. Rebates are a form of demand side management, since cool roofing has been shown to push back peak demand energy use.

In addition to a cool roof's energy reducing potential, some cities in major metropolitan areas also cite cool roofing's ability to reduce the effects of urban heat islands, improving overall livability.

Benefits extend beyond mitigating heat islands or carbon dioxide emissions. Cool roofing materials reflect solar energy, rather than storing it in the roofing materials and transmitting it into the structure below the roof. This pays summertime dividends to facility executives who don't have to cool the extra heat transmitted to their facilities.

In Florida, this can lead to a reduction of heating and cooling demands by up to 20 percent. This saves both initial costs and operating expenses. It's a win-win for the Owners and the environment.